

1958



Contacts

JANUARY 1958

STARTING OUT ON A NEW YEAR



As indicated on our cover, 1958 has dawned over Canada, and already promises more than ordinary interest, more perhaps than ordinary problems, and more of possible growth in many ways. Said the great Canadian, Laurier, over fifty years ago: "The twentieth century belongs to Canada." This has been true, for we have grown from about eleven million people to around seventeen; we have seen the West peopled, seen it become one of the world's great supplier's of food, seen it stand up under depression and drought and recover.

Today, conditions in some ways are not the most inspiring we have had—but rural areas and farms enjoy the blessings of electricity, road communications, telephone connections—a standard of living that seemed a dream not many years ago. Industry, too, in general, is spreading, and thus a population is growing up that will in turn help absorb our farm and other products. So in this year of 1958 we may have to face some adjustments in the "boom" concept, but compared to the trials our country and people have already faced and overcome in this twentieth century, we can look onward and upward with confidence for this year—and many to come!

ACTIVE DISCUSSION AT ASSISTANTS' ASSOCIATION CASE-STUDY IN HUMAN RELATIONS

Active participation by groups, each with a chosen spokesman, brought about a very interesting evening at the last meeting of the Assistants for 1957. Prepared by Mr. Ken Smith, Staff Training Department, the brochure about the reorganization of "The Dashman Company" and its subsidiaries, was distributed ahead of time and considered and discussed by the members before the meeting and during dinner-time.



In this first issue of our magazine for 1958, I extend New Year greetings to all Assistants' Association members, and ask your full co-operation, by attendance and active interest, to make our meetings and deliberations of real benefit to ourselves, our departments and staff, our Company . . . and, above all, our customers.

J. MARSHALL,
President.

The purpose of the discussions, which took place at each table, was to study the impact of re-organization ideas not from the point of materials or production, but from the angle of its relation to the various people involved. Letters written to implement changes and replies received, were discussed in relation to the method of seeking to get new procedures adopted and understand the problems involved.

Each table elected a spokesman for the group at that table, these being Jack Bundy, M.O. Footwear; Jim Paul, Job Evaluation; Bob Herriot, Notions; Ray Robinson, Cash Office; Warren Bemister, M.O. Hosiery; Bert Somerville, Head Cash; Jim Graham, M.O. Sportswear; Al Finnbogason, Sales and Expense; and the head table group of Mr. B. C. Sutherland, chairman J. Marshall, J. Baxter, R. Smith and J. Leighton joined in and had Mr. Leighton speak for them.

Following the presentation by the table spokesmen, Mr. Smith said that while in such discussions a recapitulation or summing-up was usually made, the spokesmen had done so well in presenting their groups' views it would be superfluous. He then did sum up very briefly for the evening in a humorous vein which showed that by good judgment and consideration of the human element their fictitious businessmen did get together on a new tack and "live happily ever after."

Mr. J. Marshall, president, thanked not only those who had been the speakers, but also all present for providing such lively discussion material for their spokesmen to present. He hoped they would endorse the enthusiasm shown by including other such projects in their future plans. They had had a grand evening of successful public speaking and would like to afford others a similar opportunity.

EATONIAN "OLD SALT" HAS 15-DAY LAND CRUISE TO VISIT THE "MAYFLOWER II" AT CAPE COD, MASS.



Mr. A. S. Ogilvy and Retired Eatonian Frank Cooper who made the trip.



The "Mayflower II," splendid replica of the original Pilgrims' ship, which came under sail to the States from England.

Cruising both at sea and on shore is nothing new to saltwater sailor Frank Cooper, retired from our Meat Department. Frank took to the ocean blue many years ago, after learning his trade as a butcher. He went in that capacity on voyages as a young man, for a period of eight years, during which he journeyed on passenger liners to Callao and Lima—all around South America. But when Frank made a run to Canada back in 1912, he kept right on going out to Winnipeg. He joined Eaton's away back in 1917, and retired from the Meats several years ago.

He joined the Cutty Sark Club, founded in Winnipeg in 1932, and five years ago was its president. This club, all of its regular members being men who have seen active merchantman service, pays special attention to the knowledge and lore of sailing ships—the Cutty Sark being one of the most famous both in sailing ability and eventful history. There are Cutty Sark Clubs now in Edmonton and Calgary.

So, when it was announced that the replica of the Mayflower Pilgrim ship was to duplicate the original Mayflower's trip to Boston, Frank's "shipmate" in the Cutty Sark Club, A. S. Ogilvy, offered our hero a berth in his land-yacht to "sail down" and meet her with Cutty Sark Club of Winnipeg greetings. As this vehicle is a spanking, speedy MG sportscar, Frank felt he was just young enough to give it an air. The daily log of "Captain" Ogilvy for the "voyage" is really done up shipshape and Bristol fashion, but too long for our columns.

They made Boston and went on to the east side of Cape Cod at Provincetown; they saw the Mayflower II arrive, saw her towed to her anchorage, and after some

delay, were courteously taken by a captain Costa, of the fishing boat Columbia, out to the vessel. A bold hail "Cutty Sark to Mayflower" brought quick response — calling off guard boats, with a welcome aboard by Captain Villiers and his crew — for the name and greeting from "Cutty Sark" made them real shipmates of the now-famous Mayflower crew. A really rewarding finale for their outward journey, after which they cruised back home at a leisurely pace through New England, Quebec and Ontario.

The original Cutty Sark was re-commissioned by Captain Wilfred Dowman at Falmouth, England, in 1924; and dedicated by Queen Elizabeth II at a ceremony at Greenwich, England, last June 25. Frank could not "weigh anchor" in time to attend, but received a letter from the Queen on that occasion, and also one air passage for a Winnipeg representative to attend.

Shipmate Bill Fawcett made the crossing and took with him the original sextant of the Cutty Sark, property of her first master, Captain G. Moodie, which had been in the possession of his grandson, Mr. G. Moodie, of Winnipeg.



CHRISTMAS-TIME PARTY FOR FRIENDS AT MIDDLECHURCH

Monday, December 30, the night of the party given by your E.E.C.F. for the elderly residents of the Middlechurch Home was again a "stinger"—but the outside cold made the warm welcome when we arrived all the more pleasing! The hall, also the dining-room and other rooms have been very modernly re-arranged, refurnished and decorated, and lit with fluorescent lights—and have seldom been so filled and overflowing.

Introduced by Mr. T. Riddell, E.E.C.F. president, Mr. B. C. Sutherland expressed his pleasure at being given the privilege of bringing a Christmas and New Year message from Eatonians to the audience, together with the concert party and gifts. The committee had again chosen for the program—dedication the words of Auld Lang Syne, and nowhere while being sung around the world at this time, would they bring more happy and tender associations than to those present tonight. Mrs. J. G. Alexander, chairman of the Board, expressed thanks for the Board, management, staff and residents for this, Eaton's Charitable Fund 36th Christmas visit.

(Continued on page five)



ANNUAL EATON LUNCHEON FOR TUXIS AND OLDER BOYS' PARLIAMENT

The group of senior teen-agers, together with the smaller group of younger boys who serve in the Legislature as pages to the Older Boys' Parliament, was entertained by the Company in the dining hall of Augustine United Church on Friday, December 27, immediately before beginning their first official sitting in the Parliament chamber. Mr. T. M. Miller of Eaton's Public Relations, chaired the meeting.

Shown above, at top, is a view of the head table guests—left to right: Mr. J. A. M. Edwards, Chairman of the Older Boys' Parliament Association Advisory Board; Mr. W. Norrie, President of the Parliament Association Executive Committee, and a former Eaton Junior Executive and Senior Councillor; Mr. Don King, Premier of this session of the Parliament, also a former Eaton Junior Executive and Senior Councillor; Mr. C. G. Carter, Lieutenant-Governor of the Parliament; Mr. T. Miller, luncheon chairman; Mr. King, Sr., father of Don, the Premier; Mr. McIvor, guest from Calgary; Mr. Graeme Garson, Deputy Premier; Rev. Roland Harper, Leadership Development Director of the group—a former Eatonian in Fruits and Vegetables; Rev. Ted Leighfield, Director of Christian Education for United Church in Manitoba.

Second row, left to right: George Baldwin expresses thanks to the Augustine Church ladies for the "superlative dinner"; Mr. C. G. Carter giving the keynote address; Mr. Don King conveys to the Lieutenant-Governor the meeting's appreciation of his speech, Mr. Earl

Stephenson thanks The T. Eaton Company for luncheon hospitality.

In addressing the young men, Mr. Carter spoke on "The Power of Words." He said it was an honour to be their Lieutenant-Governor, following in the footsteps of many outstanding Manitobans. This group, said he, was in part the country's future rulers; the training in this session could be a firm foundation for business, professional or public career. "You are master of the unspoken word, but the slave of the word that is spoken"—so handle words with care and speak them in the right causes.

He went on to recall famous words used by leading historical figures. "You have opportunity to say something that hurts or helps; something to cause people to like or despise you." So use the power of words in the spirit of that great entertainer, Will Rogers, who was able to say "I've never hated anybody or anything." The spoken word can bring good or bad results—"Take care to choose your words, and to use your words wisely and to good purpose."

(Continued from page four)

Page 4, top right, the volunteer entertainers, front—Miss Heather Sigurdson, Santa's helper; Anna Mae Wong and Sandra O'Shaughnessy, dancers and baton twirlers; Hugh MacDonald, soloist and song leader. Back row—Vic Taylor, accompanist; Mr. Alex McDonald, violin, Mrs. G. Hill, piano, and Mrs. L. Bales, saxophone (old-time orchestra); Mr. J. Hodges, Santa's helper. At left side—Mr. J. Carter, bass viol; Mr. Bert Elson, xylophone; Mr. T. Riddell, chairman, and Mr. Santa Claus (Bill Hurlburt) with his sweetheart for the evening, Mrs. McInnes. Santa, with his helpers, presented each resident (some shown in our pictures)—including those unable to leave their wards—with a gift from the E.E.C.F. Our pictures show some of this party—residents and visitors—with party hats.

The visitors were afterwards entertained with refreshments. Happy New Year, old friends,—be with you again next Christmastide!

RECREATION ROUND-UP

There has been a lull in all the active sports and recreations while we got through the Christmas season and its holidays; and here we are into stocktaking. However, the activities are "meshing gears" again and starting off into full operation. We'll have more news—and, we hope, pictures—of the Eatonians at play for next issue.

EATON'S MIXED FIVE-PIN BOWLING

The "big league" of the city took a lay-off and we won't have any official standings until next issue. The usual pre-Christmas turkey shoot was run off successfully and we imagine some waistlines have been expanded owing to the bountiful fare enjoyed by the winners. That will be corrected, of course, when we get down to the alleys again and "roll off" the accumulation! Be here next issue with the detailed standings.

Editor's Note: We have received a real manuscript from your old friend and bowling publicity expert, Vera McCaw. It's entitled "A Year or More in the Life of Little Ole Me"—since Vera re-enlisted for a five-year tour in the R.C.A.F. a year ago in July. Haven't had time to digest it now, Vera, but we are passing it on to the bowlers and will extract some of your news for our general readers in next issue. Thanks for writing, and a Happy New Year with continued success to Flying Officer Vera E. McCaw from all her many friends!



Hockey Highlights

The boys really went to town in trying to keep the schedule going and fortunately, their play being on Tuesday evenings, were able to meet for their games each week except Christmas and New Year's.

We gather that the Red Wings have been going quite strongly and are out in front with 5 wins to 1 loss. Tied at 4 wins with 2 losses for second place are Gremlins and Vikings; the Rockets are battling hard but just haven't been getting that puck into the net often enough! Altogether, the same good and spirited Eaton league that we get from our men—you can see the games without charge—why not come to the Olympic Rink, North End, some Tuesday night and give the teams support?

The league should reach the play-offs around the end of February—we'll give the dates we can in next issue—meantime, watch the Time Office notices.

EATON'S ANNUAL HOCKEY BOOSTER NIGHT FOR CHARITY ABOUT THE END OF FEBRUARY. LOOK FOR NOTICES AND BE THERE. Good Ice Entertainment in addition to the hockey game; Splendid Door Prizes!



BADMINTON BIRD-NOTES



President Jack O'Leary tells us that this club is getting really good turn-outs, anywhere from 35 to 50, at its playing sessions at the Winnipeg Badminton Club on Wednesday evenings and on week-end games. We hope to have badminton member Harold Gould on the job with his camera so that we can have a graphic story of the club's activities for our pages next issue.

Bridge Club Biddings

It was a recess for the club during Christmas rush and holiday, says Jack Patterson, though some rounds were played, enough to get the club started. "Solid" play will be lined up immediately after stocktaking, so all Bridgeteers are warned to get dates set and their games played regularly for the coming weeks and months—or you'll get a Grand Slam from the Captain's Bridge! (Not much finesse there, eh?)

WOMEN'S CURLING CLUB BUSY ON ICE

Or shall we say, says Win Crowston in passing on the news, that they're keeping the ice busy? All five sheets can be seen occupied by skips, thirds and sweepers on Mondays, Wednesdays and week-ends—everyone of them quietly intent on the game and very little talk going on(?). In this season of spotty weather, thank goodness for that lovely ice the rink now makes! Will gather the details and let you "read all about it in following edition," says Win.

THE EATON ANGLING CLUB

Next meeting: Free Press Board Room on Thursday, January 23, 8:30 p.m. The club welcomes any male Eatonians. The Membership Fee is \$3.00. Anyone wishing to join contact Johnny Johansson, Store Sporting Goods, or come out to meetings on the fourth Thursday each month.

The Club Officers for 1958 are: **Pat Carr**, President, Foodateria; **Peter Scot**, Vice-President, Men's Clothing; **Bill Johnston**, Secretary, M.O. Men's Clothing; **Bert Maunders**, Treasurer.

Fishing season is only three months off—so start polishing your tackle, men!

GOLF INSTRUCTIONS FOR EATONIANS

Here you are, men and women—you golfers who would like to improve, and you others who would like to be golfers. The Company recreation office has arranged for a

**GOLF SCHOOL, COMMENCING MONDAY, FEBRUARY 3, AT 5:30 —
TWO CLASSES EACH NIGHT AS BELOW**

Instruction by Mr. Len Harvey, St. Boniface Golf Club, and Mr. Bill Whibley, Pine Ridge Golf Club

Classes limited to groups of 12.

Individual as well as Group Instruction.

Lessons: 1½ hours—5:30 to 7:00, and 7:30 to 9:00.

Days: Mondays, Tuesdays, Wednesdays, Thursdays, Fridays; first class February 3.

You Get One Lesson per Week for Eight Weeks. Applicants must give two days for a choice of lessons, and will be told which day and class they can join in the order applications have been made.

Fee \$5.00, payable in advance, for the course.

Clubs Provided, but you may bring your own if you wish.

**SCHOOL BEING HELD AT REMIS SIGN BUILDING,
583 Ellice Avenue, near Sherbrook Street.**

EATON MEN'S CURLING CLUB

(Standings as We Go to Press) By Pat Milne

(By the way, we're glad indeed to see Pat back on the job and "navigating" not too badly after that aggravating injury to a knee ligament. Take care of it, Pat, don't be in a hurry and slip on the ice or anything; good luck! —Contacts and all your friends.)

GROUP 1

"A" Section		W	L	"B" Section		W	L
S. Lentle	14	2	H. Caldwell	9	7		
H. Bale	13	3	S. Mathias	8	8		
G. Walker	10	7	F. Eades	7	11		
W. Reid	9	8	F. Bergman	6	9		
R. Parker	8	8	D. Mackie	6	11		
J. Wright	6	11	A. Barry	3	10		

GROUP 2

G. Muirhead—won 7 lost 1; D. Burns and O. Asseltine tied for second—won 5, lost 3.

GROUP 3

J. McClure—won 8, lost 1; next J. Newton—won 7, lost 2.

GROUP 4

Bud Curtis—won 7, lost 2; tied with W. Odell—won 7, lost 2.

GROUP 5

K. Barling—won 8, lost 0; next W. Hogg—won 6, lost 2.

McGEE CUP PLAY HAS REACHED FOURS AS WE GO TO PRESS

G. Walker, in fact, is already in the fours, and others will be decided before we go to press. Make it a good fight, chaps, the McGee is a cup worth winning!

Congratulations from curlers, one and all, to our friend Ross for getting and keeping the ice in such fine shape despite the mild and changeable weather. Thanks, boy!



HONOURED ON THEIR RETIREMENT

DOUBLE HONOURS FOR MADELINE (MRS. J.) SCOTT, OF WATCH REPAIRS

Mrs. Cliff Chatfield entertained the girls of the department on the evening of November 28 in honour of Mrs. J. Scott who retired December 9. It was an enjoyable get-together (and the food was delicious, Effie).

On December 3, the Jewellery and Watch Repairs, with Store and Mail Order Jewellery departments, held a dinner party at the Paddock, honouring Mrs. J. Scott on her 45th anniversary, and Mr. R. Bieber on his 35th anniversary. Madeline was presented with a beautiful leather hand bag and Mr. Bieber with a lovely figurine. Mr. A. Cranston, Mr. M. Donaldson and Mr. O. Olafson made the presentations to these two well-liked Eatonians and paid tribute to their good work and loyalty over the years. Dancing followed the dinner and presentations. The honour guests were piped in in a grand march by Jack Graham. It was a wonderful evening with 98 attending.

The girls also celebrated Friday evening by entertaining Madeline at dinner at the Nanking Restaurant.

Monday, December 9, was the doubly im-

DAVID MORROW (shown right)

November 29 was the retiring date for Dave Morrow after more than 38 years' Eaton service, but he carried on through the Christmas season to help out in his department, M.O. Shipping, and bade good-bye to his many friends in Mail Order and Store on December 24. Dave was a veteran of the Great War, serving overseas with the 61st and 44th Winnipeg Battalions and won the D.C.M.

Gifts of his colleagues for his retirement were a power jig-saw, a fine carpenter's plane, and wearables from the department, also wearables from the office girls. Long years of health and happiness, Dave!

FRANK JONES

Mr. Frank Jones (lower right) of the Receiving and Caretaking office, retired on December 31 after being with Eaton's since May 26, 1919, joining the Company here on his return from active service overseas. One of the friends who made a special point of being present that day was his old war-chum and work-chum, Tommy McKenzie, also retired from the same department.

To mark his more than 38 years' service, his department presented Mr. Jones with the lovely mantel clock shown, and the women of the Caretaking presented him with a picnic or camp outfit of a barbecue grill, a giant coffee pot, and a big thermal jug. May you use them in health over the many years your clock will chime, Mr. Jones!

MRS. G. WOOD

Joining the Company on May 1, 1952, Mrs. Wood retired on December 31 from the staff of the Store Sportswear. That morning her co-workers gathered around and on their behalf Mr. C. Macfarlane presented Mrs. Wood with a corsage and the gift of a handsome leather hand bag; other personal gifts and messages accompanied these as her friends came to wish her good health and good luck in the future years.

GEORGE PATTON

Mr. Patton retired from Eaton's Plumbing and Heating Department, Princess St. Warehouse, on December 31, having been an Eatonian since June, 1945. Not in best health, Mr. Patton, however, was present at the good-bye gathering at the warehouse and was presented with the department's gift of a lovely leather wallet with currency. Mr. T. F. A. James, department manager, made the presentation, and on behalf of all Mr. Patton's friends wished him renewed health and happy years to come. Mr. Patton plans to join daughters at the coast when his health permits—and which we all hope indeed will be soon. Good luck, George!



portant day for Madeline when she reached the 45th milestone in service to the Company and retired. To mark this occasion she was presented with a glittering diamond-set wrist watch. Her gaily decorated table, laden with gifts and tokens from her multitude of friends, was the centre of interest for the many who called to offer their congratulations and sincere good wishes. Here's our wishes also, Madeline, for happy, healthy and long years of enjoyable leisure for you and Mr. Scott.



RETIREMENTS (Continued)

MRS. H. M. BEES



Mrs. Bees retired from the Women's Dresses, Suit and Coat Department on December 31, having been in Eaton service since November 1947.

A dinner was held in her honour at the St. Regis Hotel, with about 30 present. She was presented with a corsage and received gifts from her col-

leagues of an automatic toaster and a beautiful china figurine, with all good wishes for health and happiness in the coming years.

WANTED—

FOR
CASH
AWARD



MEN
AND
WOMEN
WITH
IDEAS!

YOUR SUGGESTIONS CAN BRING
YOU CASH AWARDS!

Use the Suggestion Forms and the Suggestion Box. Cash awards given for ideas adopted: To Improve Work Systems; To Reduce Cost of Operations; To Stop Waste; To Give Even Better Service; To Prevent Accidents and Eliminate Hazards.

Constructive Thinking also considered for awards where ideas cannot be immediately adopted.

THINK — SUGGEST — EARN!



Yes, says Harry Evans, the Eaton Lawn Bowlers are preparing for the coming season! The club will hold its annual

GENERAL MEETING

March 3rd, Monday, at Free Press
Board Room No. 1

All members and prospective bowlers, please try to attend. **Election of Officers** and a full discussion of the planned activities, including participation in various city and provincial competitions, will be dealt with. Further information from President Bill Summers, Dept. 1056; Fred Rendall, Dept. 132; Lil Greenberg, Dept. 116, or Harry Evans, Winnipeg Buying Office.

Mark Down That Date Now—
Come to the Meeting!

NOTICE: EMERGENCIES!

(As outlined in a recent Superintendent's Office notice.)

Each employee in the Company has a responsibility to look after customers or employees in case of emergency: such as fainting, sickness or injury occurring on Company premises.

Employees nearest to the person involved should:

- Keep back the crowd
- Go for a wheel chair or stretcher
- Take the injured or sick person to one of the Company Hospitals

The senior person in the area is responsible for filling out an "Accident Report."

NOTE—Action must never be delayed until a Floorman is available.

It is desirable that all employees know the location of the wheel chair or stretcher nearest to their department. The list of permanent locations in Store areas is available at your department office.

In the case of a lost child, call chief operator and notify floorman.

EATONIANS IN THE NEWS

EATON ARTISTS IN THE PUBLIC EYE

In the 41st annual exhibition of the Winnipeg Sketch Club, during December, two of our City Advertising art department artists received special recognition. Not only did **MISS DENISE CHIVERS** and **MR. LEN SANDEMAN** each have three oil paintings and three club sketches accepted for the exhibition, by choice, but a scene "By the River" (Mr. Sandeman) and water-colour portrait "Mrs. Hsi" (Miss Chivers) were reproduced in the Free Press coverage of the show. Both these Eatonians are members of the Manitoba Society of Artists, an honour earned only by high calibre of work exhibited. Congratulations to both these Eatonians!



Miss D. Chivers



Mr. L. Sandeman

WINS \$300 SCHOLARSHIP

MISS ARLENE LOWER, graduate of Kelvin High and now attending Manitoba Teachers' College, received the award from the Manitoba Teachers' Society, for a grade 12 candidate training at the college. Winning is based on scholarship, leadership and personality. Miss Lower is an Eatonian, working part time in the Sportswear Department. We join in the congratulations of all her colleagues and other friends.



Miss A. Lower

HONOUR FOR MRS. H. M. JOHNSTON

Mrs. Johnston, a member of Eaton's Telephone staff, has for some years been a volunteer helper of the Old-Age Pensioners' Society, Manitoba Branch, affiliated with the Canada-wide Old-Age Pensioners' Federation. She has taken care of arrangements for Christmas and



Mrs. H. M. Johnston

Thanksgiving dinners and other occasions—and, in fact, her help has been so valuable that the Old-Age Pensioners a few weeks ago elected her as their president. Mrs. Johnston

said she was proud to accept the honour, and with her colleagues will continue to do all they can for the comfort and health of the Senior Citizens.

THE COMPANY AGAIN HOST TO HIGH SCHOOL CURLERS

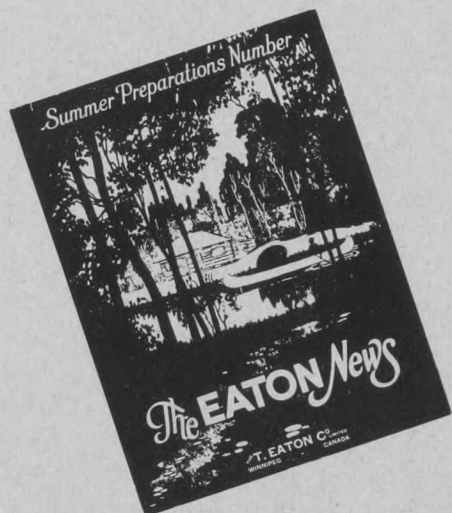
What was undoubtedly one of the most enthusiastic groups of high school curlers to partake of Eaton hospitality met in the concert hall of the Winnipeg Auditorium Boxing Night, to enjoy a first-rate variety program followed by refreshments.

Numbering over 650, the guests were entertained by the inimitable antics of Len Andre who acted as M.C. and presented some of his own specialties. The Haymakers, always popular with the younger set, were also on the program as were a trio of dancers who almost brought down the house.

Eatonian Bert Kilgour was accompanist for a lively sing-song led by Mr. Horace Thomas, a member of the Manitoba Curling Association Executive.

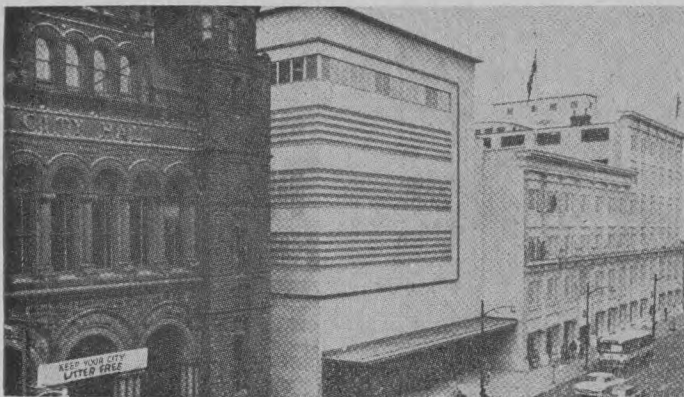
Following the program, hot dogs and soft drinks were served to the group, and each boy received a chocolate bar as he left. To quote a curling association official, "This party is a bonspiel high-light, and each year is becoming more eagerly anticipated."

Though a little boisterous and enthusiastically enjoying themselves, the boys were, in our opinion, one of the finest and most co-operative group of young people with whom we have associated.



Contacts is pleased to report that copies of the Eaton News for May, 1926 (as shown) and an Easter Preparations number, have been received from readers and will be forwarded to the Company Archives at Toronto. Our thanks to the donors—and if you do come across any of these issues, we'd be glad to receive them, readers!

THE PAST, PRESENT AND FUTURE of the EATON STORE in Hamilton, Ont.



This view shows the present store including (middle) the new modern section; City Hall at left.

(Story from "Bi-Weekly,"
Eaton's Hamilton Staff
Magazine)

With a metropolitan area that makes it the fifth largest in Canada (larger than Quebec and Edmonton), Hamilton is a busy, bustling and growing city. And the Eaton store there, keeping time with the times, has been enlarged this past year and has plans that will keep it well in the forefront of its city's growth and make it completely modern throughout.

It was only a year ago, says the magazine "Bi-Weekly," that other and old stores occupied the area between the city hall and the Eaton store, which is now filled with the handsome modern addition to the Eaton store as shown in the picture above.

Come the 1960's, Eaton's will occupy all the space between Market Square and Merrick Street, facing James. (This means extending to take in the space now occupied by the City Hall.)

There will then be six full floors of selling space—and a bus port on James Street will bring shoppers out of the line of traffic right to the store's doors.

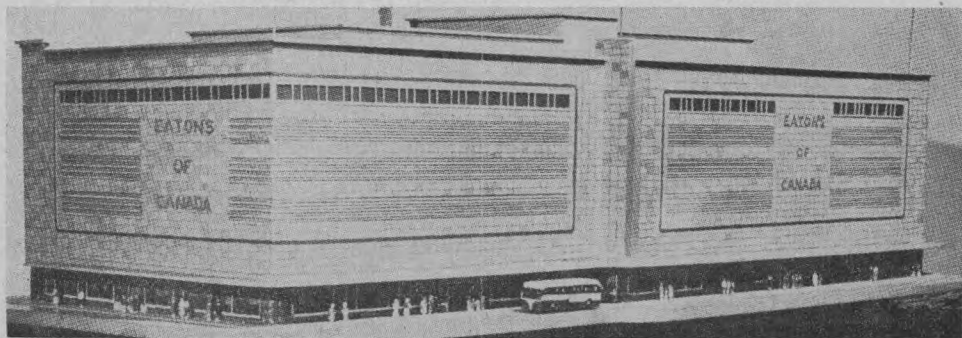
Elevators will run in two batteries, basement to fifth floors. There will be a public address system, complete air-conditioning, modern fire protection. New rest room facilities for customers and staff, a staff dining-room, outside protective canopies on James and Market Square. The beautiful

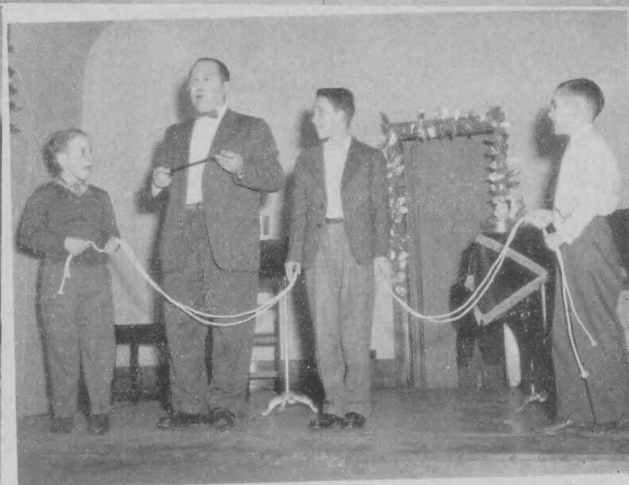
up-to-date store fixture motif of the present addition will be carried forward to the additional building. Surely the campaign to beautify and modernize Hamilton will get its biggest lift from Eaton's.

The Hamilton "Spectator," quoted by the Eaton magazine, also says in an editorial from which we quote, "The first stage (of expansion) has increased the store's space 40 per cent. The second stage will end an era in Hamilton's history and begin a new one. When the new city hall goes up on Main Street West and the present city hall is razed, Eaton's will be extended southward to a new definition of Market Square.

"The third stage will see the old four-storey section torn out and the new store extended north, completely modernizing the original Merrick Street section . . . the new Eaton's, a shopping Mecca with six full floors will have 400,000 square feet of floor space, twice that of the 1956 store."

Architect's drawing of the completed modern Eaton store in Hamilton.





The Children's Choir at the Engineers' group party; the magician at Caretakers' group party "found" a live bunny, and also thoroughly mystified the three lads with his rope trick. The Engineers' group also had a magician, and need we say the mysteries were equally enjoyed by the grown-ups. Santa directs singing of "Jingle Bells" on his arrival.

Santa Brings Gifts to Nearly Five Hundred

The Scott Memorial Hall again rang with happy laughter as excited crowds were entertained at the parties for Eaton children and their grown-up parents and relatives—many of the latter being proud grandparents of the children.

On Saturday evening, December 7, the Engineers, Light, Heat and Power, Elevators, Carpenters, Painters, Fire Protection people gathered, and with them nearly 200 children eight years and under. Bert McLeod and Jack McKay led the volunteer choir in carols and jingles and Vic Taylor

presided at the piano. It was a tired but happy crowd that partook of the refreshments provided, after Santa had presented a gift to each child by name.

Two weeks later the families of the Receiving, Caretaking, General Stock, Door-men, Watchmen and Washroom staffs thronged the same hall. Al Beavis was on hand to show the color-film movie of Eaton's great Santa Claus Parade at Toronto, and a magician again caused hearty laughter and universal astonishment, by showing "how it's done." The choir was



PARTY TIMES



Sandra O'Shaughnessy and Anna Mae Wong entertained with tap dancing and majorette skill (Sandra's dad, by the way, is on the Garage staff, and her granddaddy is Mr. Beattie, Display. Just a corner of one of the big audiences; and a view of the Caretakers' group children's choir.

Children at Engineers', Caretakers' Group Parties

ably led by Mr. B. C. Sutherland and Mr. Taylor again accompanied on the piano.

Naturally, the excitement at both parties grew with each successive message from Santa which the grand old gentleman sent in a Scots' accent via Bert McLeod, and a rich Irish brogue via Tom Giles! Santa? You bet, the real jolly, richly dressed and genuine Santa from Eaton's, friend to thousands of kiddies like the nearly 300 present that night.

Again the whole gathering was generously entertained before leaving—and in both cases, surplus food was sent over to

the Salvation Army Hostel for "something extra" for the many to whom their aid is extended.

So, with Santa's hearty "Merry Christmas and Goodnight" ringing in their ears—and Santa's gifts hugged in their arms, the guests departed for home. But—each left with Contacts a sincere "Thank You" to be passed on to all you people on the committees who worked so hard on these parties — including that grand Shopping Service staff who help Santa in choosing, wrapping and addressing the hundreds of gifts!

Department News from the Store

BASEMENT STORE



**Miss J. Devine Celebrates 35 Years
With the Company**

The Lower Floor Dress Department was the scene of the 35th anniversary celebration of Miss Devine's long Eaton service on Saturday, December 7 (the actual date being December 8). In the absence of Mr. J. Baker, department manager, the staff called upon the good services of Mr. R. M. Clarke, Lower Floor Hosiery and Lingerie manager, to make their presentation to Miss Devine, Dress Department signature.

She was the recipient first, of a lovely corsage, and then of a gift leather hand bag with matching fine leather gloves. Many old friends joined her colleagues in bringing tokens and messages of congratulations and wishes for continuing happiness, health and success with Eaton's.

* * *

MAIN FLOOR

Stationery—By M. C. Lawton

Our department went curling on Saturday, December 14, and what a night! Such form, such energy—and such fun for the many who had never been inside a rink—a riot, too, for the best curlers, behind the glass!

Ethel Smith with her rink of Elaine Lysecki, Ev Southby and Doreen Hall won the stately cup (first time in competition). The prizes were TV tables. As a consolation to the rink that tried the hardest, skipped by Elmer Freeman, miniature brooms were awarded to sweep their troubles away. The presentations were made by Mr. S. Florence, manager. A buffet was served in the club rooms and the gang went home tired but happy.

Men's Furnishings—By Ed Johnston

The best of luck to Johnnie Clark who left to take over the hotel at Hartney, Man. On behalf of the department, Mr. O. Cain, manager, presented John with an electric fry pan.

It's nice to see "Bucky" Graham Laughton looking so fit. Buck had a serious operation early in the fall but was well enough to be back in time for the Christmas rush.

And who was the happiest man in the department this Christmas season? None other than Bobby Benson. One of hockey's greats of Falcon fame, Bob became a grandfather in the closing hours of 1957 when his daughter presented him with granddaughter Janice Rose Goldhawk, 7 lb. 9 oz.

Jewellery and Leather Goods

By Vera Bowerman

Our congratulations to two lucky girls who recently received lovely diamonds. Simone Guilbault received hers from Richard Yetzer and Margaret Grant from Jerry Best (who, incidentally, is an Eatonian in the Women's Shoes).

Fourteen

Our very best wishes to Doreen Timmens, married November 30 to Ido Van de Broek. She was the recipient of a lovely bath set from the department.

Mr. and Mrs. Ed Fritzler are to be congratulated on the arrival of a baby boy, November 6. Ed works in our Jewellery and Watch Repair Department.

We were sorry to lose one of our department signatures, Mr. Stef Johnson. Good luck to him; he will be missed not only by us but by members of the store's sports activities.

We extend our deepest sympathy to our department manager, Mr. Mal Donaldson, in the loss of his father on December 12.

Notions—By D. Romanow

Farewells were said to Dorothy Saites on Friday, December 6. She left with her husband for Edmonton where they will make their home. Once settled, lullabys come next on Dot's agenda. She was the recipient of a farewell gift of lingerie from the department. Our very best wishes for luck and happiness, Dorothy and George. We'll miss you, Dot.



Shown above is a group at the party for Ruby Williams (second from left, back), the occasion being a shower at the home of Clara Carr.

Sorry to have Brenda Millar away ill as we write. Hope she is much better by the time Contacts is published.

We join in congratulations to Mr. F. G. Rhodes, winner of the Grand Award in the Branded Lines contest, and wish him further success. As for us—well, we tried, anyway.

Drugs—By C. O'Kelly

Glad to hear our several invalids are on the road to recovery. Norman Dube had an operation for appendicitis before Christmas. Just too bad, Norm; hope you have been able to catch up on the good things since.

Miss Bailey also had an appendix operation and Mrs. Jering spent some time in hospital. All are now on the mend.

We welcome back Pat Taylor. Pat also had been ill. May the New Year bring good health to them all.

* * *

THIRD FLOOR

Meats—By Hilda Dawson

There was a flurry of excitement the morning after Boxing Day in the Meats office, when Veronica Dydyk came in all smiles, sporting a beautiful diamond. It was a Christmas gift from Michael Mlynarowich—lucky man!

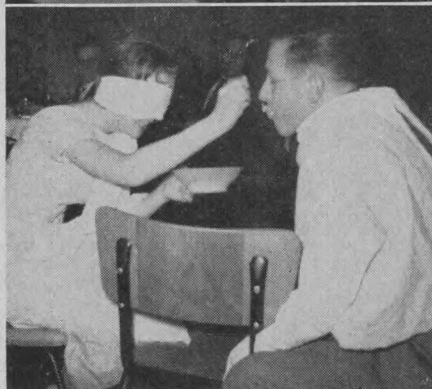
Congratulations are also in order to Ernie Watson whose wife presented him with a daughter on December 18, 8 lb. 8 oz. Janet Ann—a sister for Hazel and Allan.

PIECE GOODS STAFF HOLDS CHRISTMAS DANCE-PARTY

By E. Twyman

The department's annual supper-dance and Christmas party was held at the Club El Morocco on Tuesday, December 17. Mr. Phil Odell filled (?) the part of a jolly, plump Santa Claus and handed out gifts to everybody — believe us, they were many and varied! During the evening the gathering was entertained by the quiz show, variety turns and general antics of Messrs. Hunter and Spratt. Their stunts included one very hilarious one titled "Medic" when they expertly diagnosed and then "operated" on guest-patient Harvey Erickson.

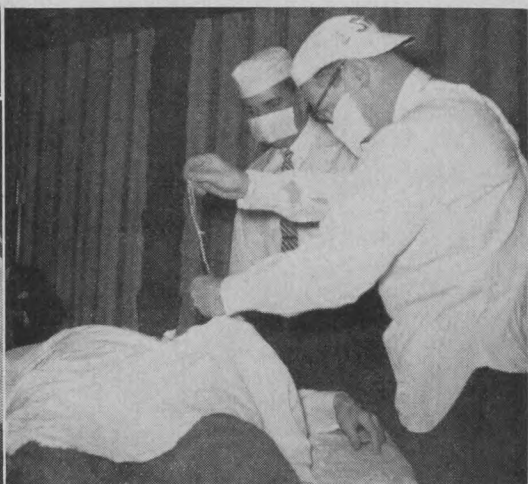
Dancing to the club orchestra, very pleasant, brought the evening to a happy end—so, Happy New Year and on to our next party.



Pictures—left, down: Evelyn Twyman gets tangled in Santa's beard; losers in a contest, Roger Winton has to be fed by his blindfolded fiancée, Helen Laurin. Bottom right: "Medics" Spratt and Hunter perform on Harvey Erickson.

Roger Winton (receiver) was away ill for a while. However, he came back all beaming. He and Helen Laurin were engaged around that time. Congratulations.

Our deepest sympathy to Mrs. Thompson and Mrs. Wilkinson in the loss of their husbands, also Mrs. Fallows in the death of her father.



THIRD FLOOR (Cont.)

We're happy to have Gail Lenton of City Inspectors back with us after her long convalescence following a car accident.

* * *

FOURTH FLOOR

Sportswear—By E. Branton

On December 3 a very enjoyable Christmas party was held at the home of Mrs. R. Hay. The highlight of the evening was the opening of the gifts, especially the one Julia received. Thank you, Mrs. Hay, for a very happy evening.

We were sorry to say good-bye to Mrs. Dorothy Sigurdson who left the department for housekeeping duties. All the best, Dot.

Our congratulations to Arlene Lower who was the winner of a \$300.00 Manitoba Teachers' Society Scholarship. (See page 10.—Ed.)

On Tuesday, December 31, the staff gathered around Mrs. Gertie Woods on the eve of her retirement to wish her many years of good health and happiness. Mrs. Woods has been with our department 5½ years. Mr. H. C. Macfarlane presented her with a black leather hand bag from the staff.

Christmas was a very happy time for Dawn Bentham and Pat Balderstone who both received diamonds—Dawn from Bob Peterson and Pat from Larry Prokop. Congratulations, Dawn and Pat.

SIXTH FLOOR

Correspondence and Telegraphs

By G. Russell

June Christianson of the Telegraphs Office left us recently and was presented with a parting gift of a jewellery box. In her place we welcome Barbara Rau. Welcome, also, to Grace Russell in the Correspondence Office.

The new arrangement and modernization of our offices—with Telegraphs now in a section of their own and all of us in new, well-lighted offices, is "super" . . . roomy and efficient. Well, Happy 1958!

Carpets

Glad to have Pat Milne back among us! Keep that knee coming along all right, Pat.

Sorry to say good-bye to "Bobby" Warren who was with us for a few months. She decided to return to her home in Vancouver (couldn't have been on account of our cold weather!).

Merchandise Office

Congratulations to Peggy Robison, Merchandise Office, who recently received a lovely diamond ring from Bill Humphreys.

SEVENTH FLOOR

Contract Sales—By Jan Chorny

The department has certainly had its share of flu victims in recent weeks. Glad to report they are all back with us again. A big welcome to Barbara Thompson, back with us after her recent operation, and also to Olive Kenopic who has been away ill.

We are glad to welcome four new members to our staff—Misses Pat Stevenson, Barbara Thompson, Elaine Bell and Mrs. Vi Wilkie.

There's a twinkle in the eyes of Olive Kenopic these days to match the brilliant sparkle on that important third finger. The lucky man is Russ Harrison. Congratulations!

Said good-bye to Miss Margaret O'Malley and Mrs. Emma Moranik recently. Good luck, girls; come in and see us at times.

Budget Plan—By E. Tamplin

Our very best wishes for future happiness to Phyllis Ruffles who became the bride of Mr. John Cook of Dugald, Manitoba, on November 23 at King Memorial Church. The bride-elect was guest of honour at a dinner at Moore's held by office friends, at which they presented her with a lovely bedspread and table cloth. Mr. Freeman presented Phyllis, on leaving, with a flintware set from the department and a pair of pillows from the girls in her section. All the best, Phyllis!

Lillian Beaucage (who became Mrs. Julian Meush the latter part of October) has left to make housekeeping a full-time job. Our very best wishes go with you, Lillian. Come in to see us girls, now and then!

Congratulations to Sharon Gordon on her recent engagement to Mr. Marvin Ryland. It's a beauty, Sharon!

Farewell was also said to Mr. Art Mitchell who left to take up residence in sunny California. Art was the recipient of a barometer from the department and a Snorkel pen from the section on leaving.

Sorry to report Mrs. Telford is away ill at present. Hope you will soon be on the mend again, Ruth. Glad to see other members of our staff back on the job again.

* * *

EIGHTH FLOOR

Head Cashiers' Office

Our sympathy and best wishes for recovery to Mrs. Rose Gray, severely injured as a consequence of a car accident. Rose, who is unable to write at present, conveys her thanks to her office colleagues, Superintendent's Office and Staff Welfare for gifts, flowers, messages and visits.

The staff of Head Cashiers' office were entertained at a Christmas party by Mr. and Mrs. H. M. Bannick and Mr. and Mrs. W. R. Somerville at their homes on December 10 in the form of a progressive dinner. Right after work the staff proceeded to the home of Mr. Bannick where they were served refreshments and appetizers; then to Mr. Somerville's for a lovely turkey dinner. The remainder of the evening was spent in dancing and games. Thanks to our hosts and hostesses for such a good time.

We are pleased to report that Mr. Homer Bannick, who has been confined to hospital since December 29, is making favourable progress, and we are hoping he will be back with us soon.

* * *

STORE SERVICES

Elevator Ups and Downs

Contacts has missed the contributions of that good correspondent Aldous Brow, and we regret we missed giving you our message of sympathy in your illness, Aldous, in our last issue. So glad you're back and may this New Year bring you the best of health and spirits. We'll be waiting for your news!

We were sorry to hear of the recent passing at Toronto of Ernie Bailey, formerly with the Elevator staff here. He moved to Toronto some years ago and worked at Eaton's there; and died early in January.

Sixteen

Light, Heat and Power

By J. G. Anderson

Well, the festive season's over and we're all back on the beam;

And the things of '57 now are just a piper's dream.

The headaches and the stomach aches, when we overly indulged,

Have happily subsided in the places where they bulged.

Now that the turkey legs have gone and all those "weak solutions,"

We try to plot a wiser course of New Year's Resolutions;

E'en though old '57 gave us all a heaped-up plate,

We nat'rally hope for better in 1958.

Al Whittle, our Blue Bomber fan, and George Leitold as well,

Are acting as clairvoyants, the future to foretell;

They're taking bets of ten to one without a sign of fear

That the Grey Cup will in Winnipeg adorn the shelf next year.

A. Bowman who has moved out west and built a new chalet,

Says he is looking forward to that grand and glorious day

When all the work's completed, sometime in '58—

But if he's like the rest of us he'll never meet the date!

And then there is our Johnny Preece, whose claim of conquered lands

When coming back from holidays, is stretched like rubber bands;

His glowing tales of Texas and Florida's Everglades,

He promises to moderate by at least a dozen shades.

So each one to himself does make his New Year's Resolutions.

While many are fantastic things and offer no solutions,

Their heart is in the proper place with every word that's spoken,

Though we all know, from the word "go," that each one will be broken!

IN THE MAIL BAG

MAIN, SECOND, THIRD FLOORS

M.O. Packing and Money Returns

By Kae Thiessen

We are glad to report that Charlie Dow, Albert Summersgill, Sid Johnson and John Pilkington are now better and were back at work again before the festive season.

The following girls all received diamonds since last report! Sonia Rentz from Jerry Schillaci, Gladys Harwart from Reinhold Virch, Margaret Marten from Cecil Stevenson, Lorraine Vielfaure from Jake Penner, Brenda Boyda from Cyril McCaughan and Dorothy Martin from Ray Webster. Congratulations!

Marjorie Daniels left us to be married to Mr. Clifford J. Sutherland. The wedding took place at Sturgeon Creek United Church December 28, 1957. She was the recipient of lovely gifts from her many friends at work. After a short honeymoon the happy couple will make their home in Churchill, Manitoba.

Irene Swiskoski was married to Allan Currie. We wish them many years of married health and happiness. A dinner and a shower were held in her honour at which she was the recipient of many lovely gifts.

Sorry to hear of the sudden passing of Mr. Bill Clark; he will be missed by all his many friends.

We wish to express our sincere sympathy to James King whose father passed away recently.

Our sympathy is also extended to Mr. Thomas Snare whose home was saddened with the passing of his wife.

Watch and Jewellery Repair

Congratulations on her 45th anniversary, and best wishes on her retirement, to our Madeline Scott whose big celebration is recorded in full in this issue (see Retirements).



The picture above is a souvenir of the dinner party held at the Paddock to honour Mrs. Scott and Mr. R. Bieber. In order, left to right: Mr. R. Bieber, Mrs. M. Scott, Mr. A. Cranston, Mrs. O. Olafson, Mr. M. Donaldson, Mrs. D. S. Dewar.

* * *

FOURTH FLOOR

M.O. Hardware—By B. Landry and P. Muzik

Our deepest sympathy is extended to Kay Painting in the recent loss of her mother, and to Mr. A. Harding in the loss of his mother-in-law.

Glad to report Jean Crowe is back at work after being laid up for two weeks with a foot infection.

Western Packing—By V. E. Chambers

Congratulations to Mr. and Mrs. A. C. Brennan on the birth of a son (Neil Charles) at Grace Hospital Sunday, January 5, 1958.

* * *

SIXTH FLOOR



Dave Thomson Celebrates 45th Eaton Anniversary

Except for a little while as a Drug Department messenger, Mr. Thomson has been a "fabrics" man—M.O. Piece Goods—for all of his time with Eaton's, which includes active service overseas in the Great War. To mark his splendid term of service—45 years on December 23—he received a Christmas-tree setting of gifts.

The smart clock-radio in the picture was his gift from the department; then a pistol power drill was presented by "a group of the

boys" and there were many personal gifts. From a co-worker, Mr. J. Shepherd in California recuperating from illness, Dave received a wire; also from Messrs. I. Kilpatrick and J. Donnett, former department assistants now Mail Order buyers in Toronto. To which we add Contacts' and its readers good wishes, Dave, for continuing happy and healthful Eaton years!

Piece Goods—By W. Crowston

A very successful Christmas party was enjoyed by the staff of the piece Goods Saturday, December 21. Dinner was partaken of at Child's Restaurant, and the party then went to the home of Lena Miluk and spent a most lovely time in the rumpus room dancing and having a social evening. A delicious buffet lunch was enjoyed by all. Music for the dancing was provided by accordion expert Don Murray—just returned from theatre appearances in England. Thanks, Lena and Peter, for the hospitality of your home.

* * *

SEVENTH FLOOR

M.O. Budget Plan—By Janet Britain

At 8 a.m. a Budgeteer came walking in the door.

A happy face, a sparkling hand, now who could ask for more?

The "Oh's" and "Ah's" were heard around—Congratulations, too;

The reason was a diamond that was put there just for you.

The lucky girls and their fiancés are Irene Lindley and Bob Hamaberg, Eileen Lodge and Tom Nacu. Best wishes, girls!

Our lovely bride this month—Joyce Wilkinson, who exchanged vows with Joe Kruk on November 30. Joyce received an electric fry pan and corsage with all our best wishes.

To all the Budgeteers: Happy New Year!

M.O. Cashiers—By O. Quinlan

Congratulations are also in order for three of our girls who received lovely engagement diamonds for Christmas. Marge from Roy, Teresa from Joe, and Shirley from Leo.

40-Year Celebration for Robert Ballentyne

Bob joined Eaton's in the M.O. Packing on December 3, 1917—and has very kindly reminded us that one of the first Eatonians to speak to him then was none other than your editor who then worked adjacent to that department. After a service of 33 years there, Mr. Ballentyne moved to the M.O. Adjusting and is now in the M.O. Cashiers Department. They celebrated Bob's anniversary in an "electrifying" way—with presentations of the department's gifts of an electric coffee percolator and an electric kettle—which, says our correspondent, they hope Mrs. Ballentyne will enjoy using as much as they enjoyed giving them. There were also numerous personal gifts from friends in his present and previous departments.

A dinner party of department friends was also held, with Mr. and Mrs. Ballentyne as guests of honour, at the St. Regis Hotel that evening when Mr. D. J. Blythe, on behalf of the gathering, presented Bob with a mantel clock-radio and wished him health and happiness in his continuing years with the Company.

M.O. Copying—By M. Shepherd

On December 14 Tina Penner received a lovely diamond from Henry Friesen. Congratulations, Tina; also to these girls who received their diamonds at Christmas: Delores Bunkowsky from Gilbert Elliot, Barbara Crook from Johnny Neufeld and Lil Heintz from Vic Dewar.

Glad to see Margaret Beer back and we wish those still away a speedy recovery.

We extend our sympathy to Vera Cracknell in the recent loss of her mother.

M.O. SEVENTH FLOOR (Cont.)

M.O. Dresses and Sportswear

It was a proud time for our department manager, Mr. M. Smithson, recently, when the papers carried the news of the success of his son, Keith M. Smithson. Keith was awarded the War Memorial Gold Medal and a \$100 prize for the highest standing in the 1957 final chartered accountancy examinations.

M.O. Lingerie—By Bea Nash

Congratulations to Mary Bryan on her engagement to Mr. Ronald Belinski. We understand wedding bells will ring for the happy couple on January 25.

Glad to hear Anne Kalscijs is doing well after her operation. We're thinking of you, Anne, and hope to see you back soon.

* * *

EIGHTH FLOOR

Catalogue Distribution, Salesroom, Order Phones—By M. Taylor

Our best wishes for future happiness to Gail Fairburn who left us December 20 to be married.

Thanks to our photographer, Kerry Harder, we are able to show at least some of the merry group of Salesroom girls who met for the annual Christmas party. It was held at the Paddock on Wednesday evening, November 27, and was a lovely party.

Congratulations to these lucky girls who received engagement diamonds for Christmas: Elsie Pasaluko, Lucy Manaigne, Eleanor Bloncki, Audrey Desjarlais and Louise Holtz.

Sympathy to Pearl Chapman who was ill over the Christmas holidays; sorry to report also that Tillie Beck is still away convalescing after her operation. Hope to have you back soon, Tillie.

NINTH FLOOR

Men's and Boys' Furnishings—By D. Dee

Are you wondering why the happy look Aubrey Nixon is wearing these days? Here's the reason: Baby Allan arrived December 9. Congratulations Joan and Aubrey. Joan will be remembered as Joan Dawson, a former member of our department.

Our department Christmas party, held December 20 at Parker House, was a huge success. A delicious buffet lunch was served,

SNOW TREASURES

"Hast thou entered into the treasures of the snow"? Job 38:22.

O the treasures of the snow!
See them glisten! Watch them glow!
Filled with mysteries of grace,
Reflections from the Father's face.

Sparkling treasures of the snow
Make their flight to earth below;
Till hill and vale and mountain crest
Stand majestically dressed.

As a bride upon whose breast
Gleam fair jewels, so it rests,
And bedecks each sordid thing,
With the splendour of a king.

Hidden treasures of the snow,
Who may seek them, who may know?
Save the One whose gracious hand
Hath these fragile beauties planned.

Mayhap, in that land afar,
Up beyond the morning star,
Mortal man may see, may know,
Mystic treasurer of the snow.

May C. Wilson, Dept. 116C



after which Mr. A. M. Jenkins, taking over for Santa for the evening, had a gift for all. These were hastily unwrapped—some with caution—all with fun and laughter. Dancing then brought this enjoyable evening to a close.

ALEXANDER AVENUE WAREHOUSE

Printing Plant—By M. Torrance

We are glad to see Dora Zalman back at work after a short illness during the holiday season.

WAREHOUSE DEPARTMENT NEWS—A pre-Christmas Visit to Mr. J. P. Wiley

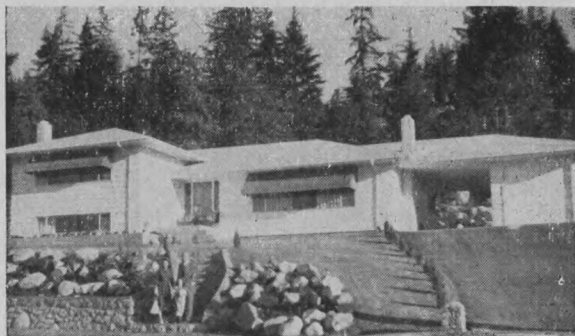


The man smiling cheerfully from that bed in Deerp Lodge Military Hospital is the popular Preston Wiley, Alexander Warehouse time office.

Mr. Wiley was visited by friends from the warehouse: Mr. A. Hughes (warehouse engineer) and Miss Kathy Laurie (warehouse office) shown, accompanied by Mr. W. Spenceley and Mr. V. Fotheringham.

They set up that miniature Christmas tree and under it they presented Preston with the companionable clock-radio shown in the picture and other gifts on behalf of his many friends at the warehouses. Every good wish from all of us, Mr. Wiley, for a good recovery of health in this New Year.

RETIRED EATONIANS SEND GREETINGS



As before, Contacts mentions greetings received from retired readers, and for the convenience of any who would wish to correspond with them, gives their addresses:

Glad to hear from our old friend and regular holiday-season writer, Phil Benest, High Peak, 5 La Hougue Ave., Mont à L'Abbé, St. Heliers, Jersey, Channel Islands: "Many thanks for Contacts, always very interesting. Heard broadcasts during Royal visit by short-wave; also have listened to rugby games played in Toronto, Montreal and Hamilton. We saw the Queen and Prince Philip when they visited our islands in July. Also in July some Winnipeg friends visited us. Greetings to all old friends."

Miss Ann Gibson, 167 Canora St., Winnipeg; Mrs. E. Smith, 4127 East Pender St., North Burnaby, B.C.; Mrs. May Jacques, 317 Inkster Blvd. and Miss Minnie Poole, 2-4B, Fort Garry Court; all send thanks for the magazine and extend greetings and Happy New Year wishes.

From Norman Reid, 2790 West 23rd, Vancouver: "Season's compliments; also thanks for the magazines. New names coming into the news; we still enjoy and appreciate getting it."

Miss Isobel Davis, Vancouver, writes: "Note change of address to 2604 West 10th Avenue. I wonder if you realize how much I look forward to each Contacts. I like Vancouver very much but dear old Winnipeg and Eaton associates are very close to my heart. When Contacts come I live over again many happy days spent at Eaton's. All the best for 1958."

Miss Ann MacGregor, new address 72 Metcalfe St., Apt. 17, Ottawa 4, Ont.: "Sincere thanks and appreciation; I enjoy reading Contacts each month. I am sure I speak for all retired Eatonians when I say Contacts brings back fond memories; keeps us in touch with friends and the trend of affairs through the Eaton stores. Thanks again and best wishes."

And from former Editor Bill Hurlburt 147 The Glen, St. Vital, Man.: "Have read Contacts with great interest through 1957. Thanks and warmest greetings to its editor—and the Eaton staff."

"I see on page 14 (December) you mention a Christmas souvenir card from the president. I have that one, framed; I believe the Picture Framing Department did the framing for us at a moderate price. I have numbers of other Christmas folders also. Thanks for Contacts; I find interesting store news.—Miss E. White, Box 28, Oxbow, Sask."

Heard by phone from Bob Dudley, 1469 Alexander (busy with oil paintings), who had heard from Jack Scott in Florida. Jack had been under the weather, said Bob, but reported "all's well" when he wrote.

Sincere sympathy is extended to Mr. W. (Billy) King, retired, Furniture Department, in the recent loss of his wife.

WELCOME, WINNIPEGGERS,

in fact, all Eatonian friends, say Mr. A. H. Young (retired Mail Order Superintendent) and Mrs. Young. Now settled at 557 St. Giles Road, Glenmore S.S. 2, West Vancouver, in the charming home pictured here, Mr. and Mrs. Young and a grandchild, may just be seen at the foot of steps between the rockeries.

From a letter received in the Staff office from Mrs. S. Farnsworth, Regina, we learn of the death of her father, Mr. Wm. A. Hughes (retired, R. Caretaking). Said Mrs. Farnsworth: "He specially enjoyed reading Contacts, and I know he would be honoured to have his passing recorded therein. The T. Eaton Company meant a great deal to my father, all his children having worked for them at one time—and even his grandchildren." We offer the sympathy of all Mr. Hughes' old friends to Mrs. Farnsworth and family in their loss.



Prize-Winning Photo Is Ernie Watson's Pride

In a world camera contest, an Ottawa housewife took first prize of an expense-paid trip to Portugal—topping a list of 12,600 entries. The contest was sponsored by a U.S. camera publication.

The reason Ernie Watson (retired, Winnipeg caretaking) is so proud, is that the picture was taken by his daughter-in-law, and the young lad taking "the bumps" is his grandson David. Mrs. Watson (shown) worked here before her marriage as Miss Alice Newell, in the Telephones; and Raymond, her husband, worked in his younger years for 11 years in Winnipeg Vegetables and Fruits. The picture and story about Mrs. Watson got almost a full "spread" in the Toronto Star Weekly magazine, and was in the papers (including Winnipeg) all across the continent. Congratulations, the Watsons!



SERVICE AND COURTESY MAKE FRIENDS OF CUSTOMERS

These are the things that, added to merchandise choice and values that please, bring repeat business—and benefit to all of us! Our congratulations to the staff and departments mentioned in the following messages:

"... Our order containing an accordion, guitar, toys and clothing arrived in perfect condition; my daughter and my mother, also, wish me to convey thanks for orders received by them, so carefully packed. Our girls have been saving up for their musical instruments and are very happy with them. Greetings for the festive season to you and your staff.—Huggett, Alberta."

"We have just had one of our most successful church bazaars. I wish to say words of thanks to members of your staff who were most helpful in our preparations and shopping: Mrs. Sayre, Stationery; Mr. Anderson, Toy Department; Miss James, Display Department; also Miss Pat Bryce, Stationery. It is a pleasure to work on committees when you find people like them so willing to help you."

"To the Shopping Service: The coat for which you shopped for me arrived Friday. Fits perfectly, and I am very pleased with its looks. Thanks again for your help." (Bouquet to Shopping Service and Mrs. B. Hurlburt, Misses' Coats and Suits.)

"As I was going through my belongings I found this 13th Birthday badge for your Winnipeg Store, July 17, 1918. I worked in your nice store as cashier while my husband was in the war. ... Sir John was the head, one of the finest of men. I am now in my 80's, and still think of those times. Thought you would like this badge."—From Squamish, B.C.

"I purchased 30 candy canes and the sales clerk (No. 603) said she would pack them herself for delivery as it was impossible for me to take them. They arrived in perfect condition due to the fact they were so well packed. I think this saleslady should be very highly commended—a clerk so willing to please your customers."—To Mrs. Julie Newcombe, Candies, this tribute is conveyed!

From Burnaby, Vancouver: "Thank you for exceptionally quick service ... two prams ordered just before Christmas, sent by air. I do want to thank you so much for going to so much trouble to get them here on time. I've been dealing with Eaton's for years and I can truthfully say that your service has always been so friendly and willing."



NOW — TWO OVERSEAS CHARTERED FLIGHTS

Actual Times To Be Confirmed Later

First Flight—T.C.A. all the way.

Winnipeg-Toronto-London, England, and Return—65 seats.

Leave Winnipeg morning, leave Toronto evening May 26. Arrive London May 27.

Leave London June 21, arrive Toronto June 22, morning, arrive Winnipeg that evening.

Second Flight: T.C.A. to New York; P.A.A. there to London—74 seats.

Leave Winnipeg May 30, midnight; arrive Toronto morning; leave Toronto, arrive New York May 31; arrive London June 1.

Leave London June 27; arrive New York June 28, morning, leave for Toronto. Arrive Toronto and leave for Winnipeg June 28, evening; arrive Winnipeg June 29, early morning.

Full Flight Costs, each flight \$435.

Eaton employees' down payment \$150.00;

February 1 payment \$150.00;

March 1, final payment \$135.00.

Fuller details from your department office or Mr. D. McPherson, Employment Office.

PUBLIC SPEAKING CLASS STARTS TUESDAY, JANUARY 21

Twelve weekly sessions, training and practice. Fee \$5.00—Company pays half for those completing course. Full details at the Staff Training Office.

COMING — ANNUAL WAREHOUSE EFFICIENCY CONTEST

Fuller details to be announced ... watch for department notices.

PENNIES FROM THE FISHES

\$12.46 in pennies, nickels and dimes was retrieved from the display fish tanks on the Store's third floor recently, when the tanks were being cleaned by the Caretaking staff. Apparently customers can't resist using the tanks as wishing wells.

The proceeds were sent by our Public Relations office to the Society for Crippled Children and Adults.



CONTACTS

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THE T. EATON CO.
CANADA LIMITED

of Winnipeg, Manitoba, for distribution to
the Co-workers of the Organization

Vol. 34 JANUARY, 1958 No. 1

Editor: W. E. (Bill) GRAY

RECENT APPOINTMENTS

Winnipeg Store

Department W221 — Optical Goods, Repairs and Binoculars:

MR. P. YAFFE, Department Manager.

Department W421 — Hearing Aids:

MR. A. E. MONK, Assistant.

Department W103 — Head Cashier's Office:

MR. W. R. SOMERVILLE, Assistant.

The following re-allocation of merchandise, change in department numbers, and appointments, effective Friday, January 17, 1958:

Department W256 — Electric and Gas Ranges and Coal and Wood Stoves:

MR. C. K. MAJOR, Manager (in addition to his duties in W257, W1057, W258, W259 and W1059);

MR. R. M. SPICER, Department Manager (in addition to his duties in W259, W1059);

MR. R. J. CLYDESDALE, Assistant.

Department W456 — Plumbing and Kitchen Units;

Department W556 — Furnaces, Gas and Oil Units and Space Heaters;

Department W756 — Contracts: Furnaces and Plumbing;

Department W1056 — Installation and Servicing Oil and Gas Heating Units, Air-Conditioned and Gravity Furnaces:

MR. T. F. A. JAMES, Department Manager;

MR. T. M. MILROY, Assistant in Departments W456 and W556 (in addition to his present duties in W756).

Department Closed

W356 — Electric and Gas Ranges.

Basement China (252B) and Hardware (253B) Sections transferred from parent Departments W252 and W253 to Department W926 Basement Store 5c to \$3.00:

MR. S. P. BELSHER, Department Manager;

MR. J. F. DAVIDSON, Assistant.

Re-allocation of merchandise and new department set up:

Basement Store — Electric Lamps, Fixtures, Appliances and Accessories Sections transferred from parent Department W277 to:

New Department W977 — Economy Home Furnishings:

MR. A. HEWISH, Manager (in addition to his present duties in W277, W1077);

MR. D. C. HOWAT, Department Manager (in addition to his present duties in Economy Home Furnishings).

Please note the opening of the following new Winnipeg Store departments, and division of stocks, continuing under the present management and effective Friday, January 17, 1958:

Department W205 —

W205 — Books and Magazines.

W208 — Stationery, Office and School Supplies, Artists' Supplies, Household Supplies, Photo Albums, Favours, Greeting Cards, Stamps and Gift Novelties.

W236 —

W236 — Table and Fancy Linens, Towels, Towelling, Plain Linen, Plastics.

W436 — Staples, Bedding, Blankets, Sheet-ing, Sheets, Pillows, Spreads, Flannels.

W270 —

W270 — Dining-room, Bedroom, Maple, Kitchen and Unfinished Furniture.

W470 — Upholstered Furniture, Occasional, Summer and Modern Furniture.

W272 —

W272 — Carpets and Rugs, Under-padding.

W273 — Linoleum, Tiles, Cocoa and Rubber Matting, Metal Mouldings, Adhesives, Cement.

W274 —

W274 — Wall-paper, Wall-board, Paints.

W276 — Pictures, Frames, Mirrors, Framing.

Effective Thursday, January 16, 1958:

Department Discontinued

W1024 — Fancy Goods Work-room.

Mail Order Western Divisional Office

MR. S. J. ASHBURIDGE, Department Manager (Sales and Expense).

Saskatoon, Saskatchewan

Warehouse:

MR. E. B. ELLIOTT, Department Manager.

Dispatch, Delivery, Out-of-Town Shipping, Store Trucks, Receiving Room:

MR. B. A. PHILLIPS, Assistant.

Department S252 — China and Glassware:

MR. G. M. BOMPAS, Department Manager (in addition to his present duties in Departments S212 and S215).

Red Deer, Alberta

General Office, Head Cashier's:

MR. C. W. BALDING, Assistant.

Order Offices

Moose Jaw, Saskatchewan: MRS. E. E. LAMB.

Hanay, British Columbia: MRS. D. TAYLOR.

Change of Address

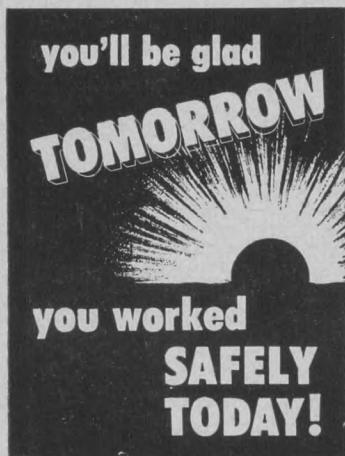
Smithers, British Columbia, to Main Street.

From now on, the address for any of the Company's places of business in the Province of Ontario operated under the Western Division, will be shown as "The T. Eaton Co. Canada Limited."

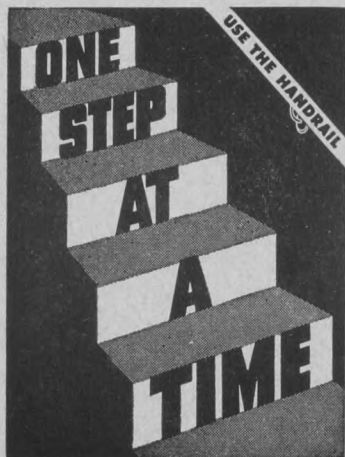
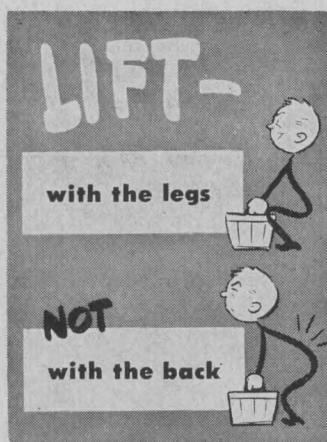
A SAFE 1958

Will Be A HAPPY

NEW YEAR



Just a few of the poster-pictures we have used in previous issues—assembled to remind you of the hazards to avoid and safe precautions to take in our day-to-day hours around Eaton's. Let's remember "it's up to us" — we're safer here in Eaton's because we take care to co-operate with the equipment and rules provided!



MAKE YOUR
SURROUNDINGS
SAFER FOR
OTHERS —
AND YOU'LL
MAKE THEM
SAFER FOR
YOURSELF!



In Memoriam

SAMUEL TAGGART

Mr. Taggart passed away December 3, aged 71. Born in Grey Abby, Ireland, Mr. Taggart came to Canada and became a Winnipeg Eatonian in 1913. He enlisted and served overseas with the Canadian Army in the Great War with the Medical Corps. He was a member of Home Street United Church. For many years an elevator inspector, Sam retired in 1951. Efficient and conscientious, he was liked and admired by all who knew him. His many Eaton friends join in extending deep sympathy to his widow Jessie, son, daughter and four grandchildren, and his two brothers and a sister surviving.



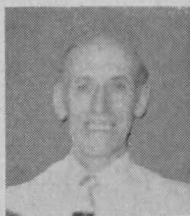
MISS IDA JOHNSON

Miss Johnson, retired a few years ago from the Mail Order, had worked for Eaton's for 23 years. She passed away Sunday, December 8, at the age of 64. Her service with Eaton's was in the Mail Order Correspondence Department where she was a popular and capable staff member. She is survived by five sisters and four brothers to whom we offer the sympathy of Miss Johnson's many Eaton friends in their bereavement.



WILLIAM CLARK

For 37 years an Eatonian working in the M.O. Shipping Department, Bill Clark was well known and universally liked. He died on December 26 at the age of 60. He was Winnipeg-born, a veteran of the Great War, Mr. Clark was a member of West Kildonan Legion. He is survived by his widow Helen, a son, a daughter, and one grandchild, and his mother, Mrs. Delia Bateson, to whom goes the sincere sympathy of all Mr. Clark's many Eatonian friends.



MISS M. HARPER

Miss Harper, who retired from Interior Decorating in August, 1946, had served the Company in Winnipeg for over 27 years beginning in 1919. She had continued living in Winnipeg and passed away on Saturday, December 28, aged 79 years. To her surviving relatives we offer the sympathy of her numerous friends in her department and throughout the Store.

JOSEPH THOMPSON

A member of the Receiving and later the Plumbing and Heating staff, Mr. Thompson worked for Eaton's 26 years before leaving. He was a member of the Black Preceptory, Orange Lodge. He died at the age of 54, December 18.

To his widow Mollie Emily, a member of the Store Piece Goods staff; his daughter and grandchild, sister and four brothers, we express the deep sympathy of their friends in Eaton's.

MRS. MARY AMIES

Widow of the late "Doc" Amies who, for many years until he retired, was in charge of our Furniture Department Sewing Machine Section, Mrs. Amies passed away at Calgary Friday, December 27. She was 89 years old and an honorary life member of Khartum Temple Shrine Auxiliary. To her two daughters, six grandchildren and nine great-grandchildren, all the many old friends of Mr. and Mrs. Amies offer sympathy in their loss.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Father

Mrs. F. Simmons.....M.O. Hosiery
Mrs. R. Herman.....Women's Garment Alterations
Mrs. S. Proctor.....Beauty Shops
Mrs. M. Funnell.....3rd Floor Coffee Bar
Mr. M. Donaldson.....Jewellery
Miss E. Hemminger.....5th Floor Restaurant Bar
Miss M. Hemminger.....M.O. Budget Plan
Mr. J. E. King.....M.O. Shipping
Mr. S. Jacobson.....Warehouse
Miss P. Waddell.....Wages Office

In the Loss of a Mother

Mr. A. Davies.....M.O. Furniture
Mrs. K. Painting.....M.O. Hardware
Miss V. Cracknell.....M.O. Copying
Mr. E. Risbey.....Warehouse
Mr. G. Cumbers.....Freight Transport
Mrs. I. Speakman.....Cash Office

In the Loss of a Sister

Miss O. Torrance.....Grill Room Counter
Mrs. J. Wisdom.....Sportswear
Mrs. B. Binnington.....Fashion Accessories

In the Loss of a Brother

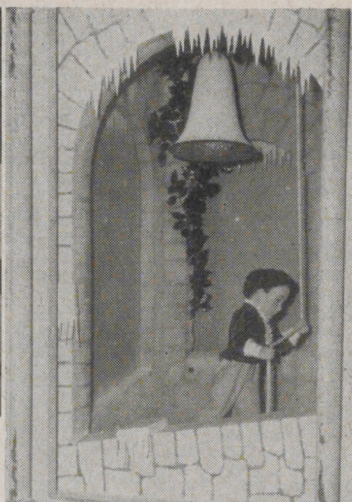
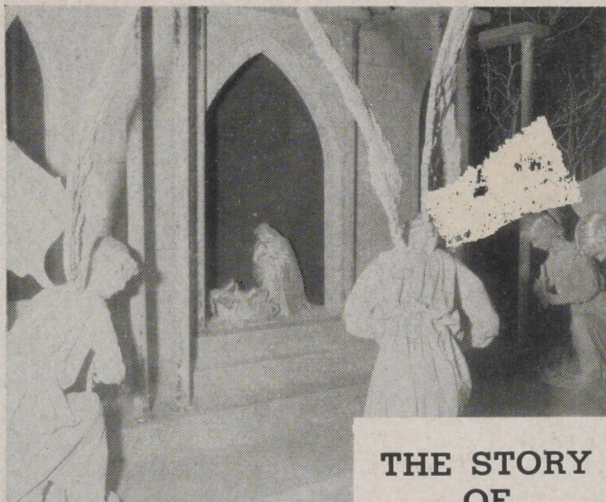
Miss E. Wiebe.....M.O. Adjustments
Miss A. Wiebe.....M.O. Copying
Mr. B. H. McGregor.....M.O. Footwear
Mr. Earle McGregor.....Men's Clothing
Mr. G. H. McGregor.....Children's Footwear
Miss M. McDonald.....Wages Office
Mr. A. C. Waddell.....M.O. Footwear
Miss M. Scott.....M.O. Hosiery

In the Loss of Her Husband

Mrs. A. Bonser.....Household Linens
Mrs. G. Wilkinson.....Piece Goods
Mrs. M. Thompson.....Piece Goods
Mrs. C. Waddell.....Garment Alterations

In the Loss of His Wife

Mr. T. Snare.....M.O. Shipping



THE STORY OF CHRISTMAS

Our Christmas-tide window theme was well suited to our status as The Store for Young Canada.

The tender incidents of the Bethlehem story were well expressed with the scenes in our windows, portrayed by child figures. The pictures here show window motifs, and the appealing central scenes: Adoration of the angels, Christmas bells, the shepherds' watch, angelic music, carol singers and a child's prayer.

